

Girl
Focus
Toolkit

Introduction



Welcome to the Girl Focus Toolkit: Introduction

The aim of this document is to introduce the HPV Vaccine Campaign toolkit, and each of its components. Over the following pages, we'll briefly introduce each component to help you understand how these tools can help inspire and guide you.

You can access the full Toolkit online via our user-friendly HPV Vaccine Campaign Resource. Regardless of your budget and timeframe this resource gives you the tools needed to deliver an effective girl focused campaign.



Our girl focused approach

For communities to thrive, young girls need to be given every chance to grow up healthy and informed. However, health campaigns rarely talk to girls directly and many campaigns are primarily focused on the parents. They contain information that is overly complex, too simplistic, fails to bust myths or is simply scary.

For adolescent girls, cervical cancer and the HPV vaccine can be a difficult subject to engage with. A lack of information, rumours and miscommunication have all contributed to their unease and uncertainty. But getting the HPV vaccine is an important step in ensuring their long-term health.

To make a difference, we need to do things differently

The Girl Focus Toolkit takes a girl-focused approach, within a comprehensive communications strategy. Each piece of communication speaks directly to girls, inspiring them with positive messages (while reassuring their communities) that getting vaccinated is the right thing to do.

This approach will:

- Ensure girls feel engaged, informed and valued
- Help girls understand their options and feel in control of their choices
- Help girls have a more positive vaccination experience

It will also help achieve our long-term ambition:

By receiving the HPV vaccine, a girl can begin a lifetime of positive health-seeking behaviour for herself, her children and the generations yet to come.



Girl Focus Toolkit



Need to build a campaign from scratch?

The **Step by Step Guide** takes you through a five-step process for developing an HPV vaccine campaign. From setting objectives to design strategy, creating communications to evaluating effectiveness, it's full of detailed information, tips and real-world examples. This document is interactive, so you can click directly to the section most relevant to whichever stage of planning or implementation you are at.

[Click here for access](#)



Want to see how others are using the toolkit?

Campaigns in Action offers insights into country specific challenges and showcases their campaign communication materials.

[Click here for access](#)



Want to provide design guidance and / or ready-to-use templates to your design agency?

The **Design Guide** offers detailed information on how to create a campaign that will be effective in your country. Developed primarily for design professionals, it shows how to design and produce girl focused communications.

[Click here for access](#)



Design Assets

The **Design Assets** folder contains lots of ready-to-use design templates that can be easily adapted to meet a country's cultural needs.

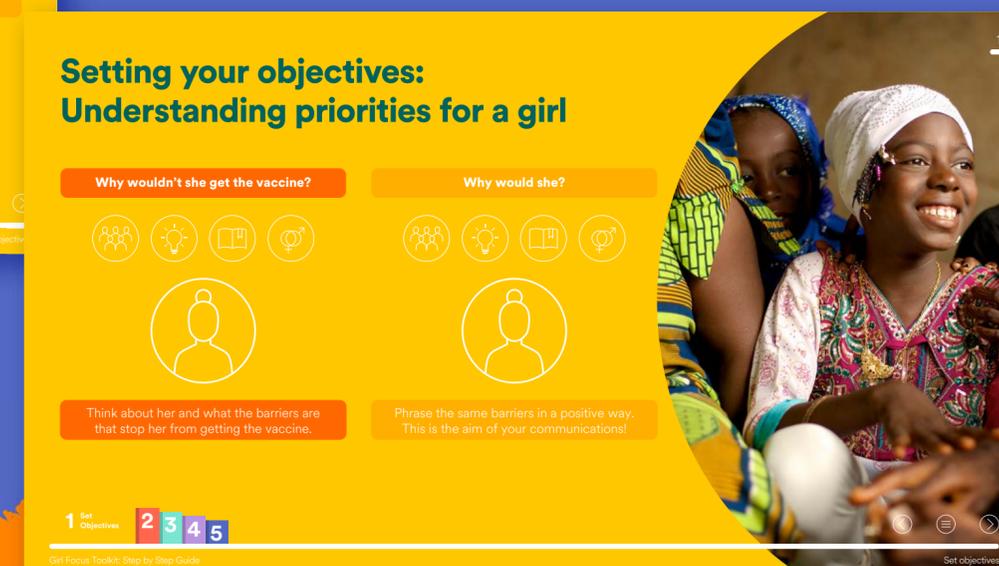
[Click here for access](#)

Girl Focus Toolkit: Step by Step Guide

This comprehensive guide covers the five-step process for delivering an effective HPV vaccine campaign. Of course, you may be familiar with these stages from previous health campaigns but here's a summary of what you can expect to find.

Step 1 - Set objectives

This first step will help you set clear objectives and show you how to prioritise them.

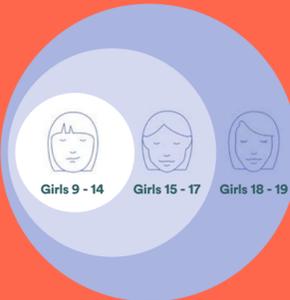


Step 2 - Gather insights

You need to establish what you know, and don't know, about girls' understanding and attitude towards HPV and the vaccine. This second step takes you through key considerations when conducting research.

LEARNINGS 21

Three stages of adolescence



Research on adolescence conducted by Girl Effect and John Hopkins offers guidance for planning HPV communications campaigns for girls:

Early adolescence: Girls 9-14 years old

- Are less motivated by threats or punishments
- Take more risks
- Do not plan ahead (this develops in late adolescence)
- Peer recognition (and peer pressure) play a greater role
- Are easily bored

Communications need to be interesting for girls, mentioning cervical cancer that may happen in the future won't be very motivating for them. Nor will threats of cancer.

However, what other girls think and say is very important, so girls should be part of the messaging and engaged in peer-to-peer activities so they can play a role in preventing hesitancy.

1 2 Gather insights 3 4 5

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Media planning examples



Here are some examples of coordination of messages and media from Girl Effect's work in Ethiopia and Malawi.

1 2 3 Design Strategy 4 5

Girl Focus Toolkit: Step by Step Guide Understand the girl

Step 3 - Design strategy

An effective campaign requires careful planning. This third step details how to develop a key messaging framework and the appropriate selection of media.

Design Strategy

Now that you have gathered your insights and understand the issues your target audience faces, you can work out key messages and choose the media that will best communicate those messages.

Allow your communications to be led by what girls tell you and which media work best for them. As you plan your communications, remember different channels work better for different messages. Think through how different groups influence and interact with girls and their parents and how you can best help them to effectively communicate with girls.

Next steps: Develop a **message framework** for girls and then for your other target groups. Base this on what your insights have uncovered.



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Communication principles



- Keep it simple**
Audiences will struggle to retain many messages on what is already a complex topic.
- Balance of 'bad' and 'good' news**
Introduce the problem (cervical cancer) and then provide the solution (HPV vaccine) and screening for those not eligible.
- Encourage conversations**
Ultimately we want girls to feel this vaccine is a normal thing to talk about with others.
- Stress safety and effectiveness**
Reassure the HPV vaccine is safe and it prevents cervical cancer.
- Issues not to raise, but be ready to respond if questions arise:**
 - Counter the infertility myth**
The safety of the vaccine also means that you can still have a family in the future.
 - Sexual Reproductive Health (SRH)**
Sexual component of HPV will likely encounter stigma and divert focus away from core message.
 - HPV virus**
Virus is complex to describe and as with SRH may encounter stigma and divert focus.

1 2 3 Design Strategy 4 5

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Step 4 - Create communications

This fourth step helps you think about the best creative design solution to communicate the key messages with girls. This could be either a standalone campaign or using an existing youth brand.

EXAMPLE

Evaluate campaign: Ethiopia

When designing a qualitative evaluation it is important to consider the content being evaluated and how best to organise the exposure of girls to that content. In this example, girls attended listening groups every week, over four weeks, and this ensured they were all given opportunity to engage with content in a comprehensive and meaningful way.

The research was structured over four weeks using listening groups and workshops with 14-year-old girls in Addis Ababa and Amhara, November 2018. The same girls were interviewed again following the 1st dose vaccinations (January 2019), and will be interviewed again after the 2nd dose (June 2019).

A qualitative approach means rich insights are generated around how girls engage with talk show content, providing valuable guidance for design of HPV-related content across multiple formats through 2019/20.

A quantitative approach means rich insights are generated around how girls engage with talk show content, providing valuable guidance for design of HPV-related content across multiple formats through 2019/20.

14-year-old girls and individuals closely connected to them including parents, peers and siblings were interviewed to see how the girls communicated their radio content to others.



Addis & Bahir Dar	no. participants
Baseline interview	58 x girls (age 14)
Listening group attendees	(4 weeks) 54 x girls
Parent interviews	35 x mothers 19 x fathers
Paired peer interviews	46 x friends
Sibling interviews	24 x sisters 14 x brothers
Endline interview	54 x girls

Step 5 - Evaluate your campaign

It's important to know to what extent your campaign achieved its objectives. This last step helps you design an evaluation approach that will measure the effectiveness of your communications, and help guide your approach with future campaigns.

EXAMPLE

Choosing an evaluation approach

Qualitative evaluation

How does it work?
Open-ended, semi-structured discussions with research participants, interviewed as individuals, in pairs or groups of people.

What does it do?
Explores perceptions, opinions, values, motivations and barriers.

What does it provide?
Insight into how people think and feel about certain topics.

When should it be used?
If you need to understand how your audience thinks, feels and behaves in response to communications

- with a view to refining future content or developing hypotheses for subsequent quantitative evaluation.

Strengths
Can provide valuable insights into how audiences think, feel and behave; smaller sample size (than quantitative); modest budget; quick turnaround in project management.

Weaknesses
Does not provide statistically significant data to demonstrate causal impact of communications.

Quantitative evaluation

How does it work?
Door-to-door, structured surveys, prompting short answers from participants ('yes', 'no', 'don't know' etc)

What does it do?
Measures specific elements relating to knowledge, belief, attitudes, behaviours.

What does it provide?
Attributional and causal impact data of communications on specific outcomes (e.g. '68% showed improved knowledge')

Why should it be used?
To offer evidence of potential impact of communications on an audience.

Strengths
Widely regarded as providing statistically significant, causal impact data which can be referenced in the development sector.

Weaknesses
Larger sample size (than qualitative) and often multiple data collections, higher costs and longer project management turnaround.

Want to read the Step by Step Guide in full?
[Click here for access](#)

Girl Focus Toolkit: Design Guide

Based on experiences in other countries, it's clear the HPV vaccine is viewed differently to other vaccines. It brings out sensitivities around cervical cancer, the age of girls and sexual / reproductive healthcare.

With this in mind, all the HPV vaccine campaign options detailed in the Design Guide are positive, bright and cheerful to ensure girls feel inspired, informed and valued.

The Design Guide offers two campaign design options:

Illustration

Photography

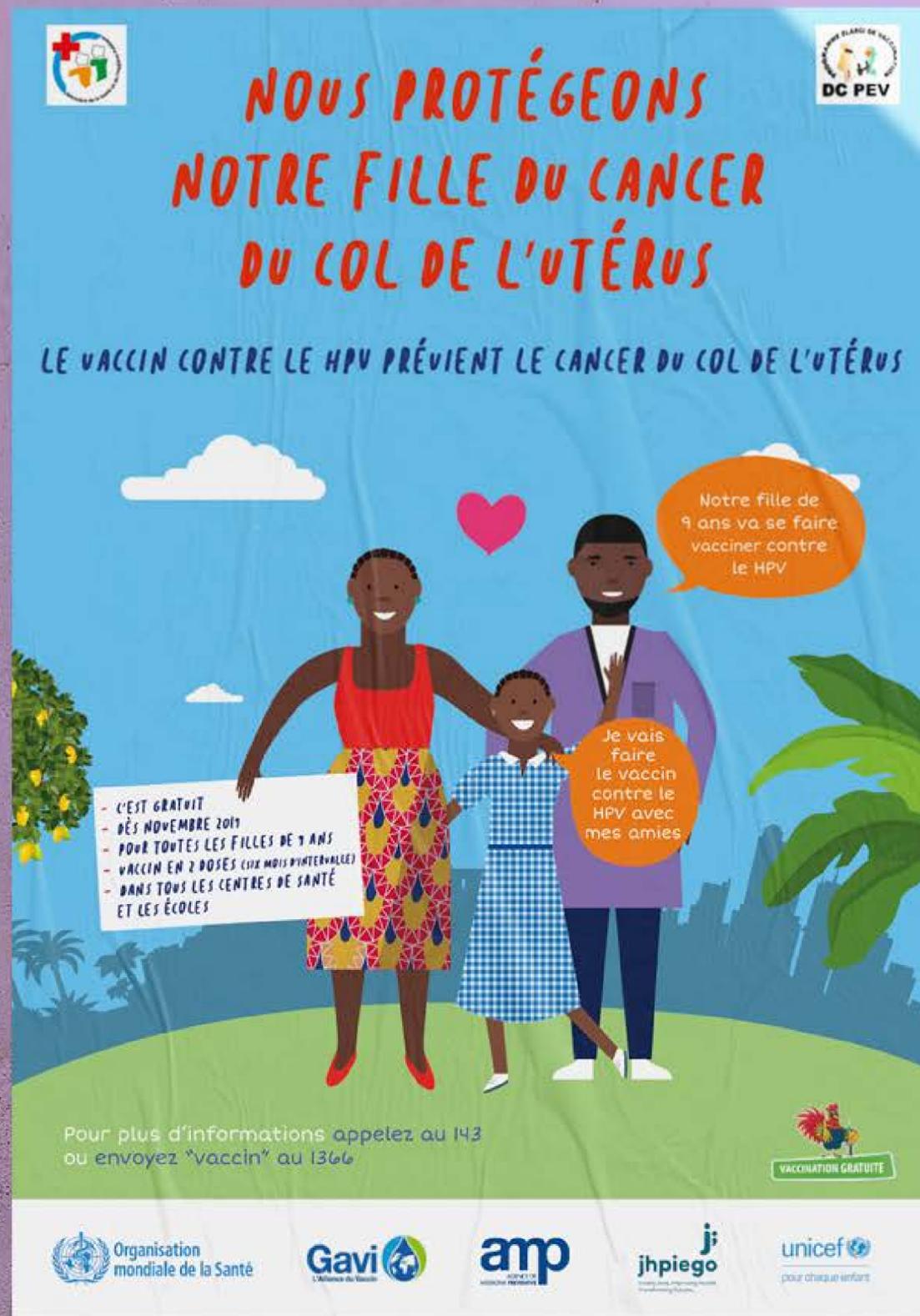
These two options are available to meet the different cultural needs of countries to ensure the campaign resonates most effectively with young girls.

The Design Guide has already been used successfully in Côte d'Ivoire, Lao PDR and Liberia. Over the next few pages, you will find examples from their campaigns.



Poster, Côte D'Ivoire

The illustrative design option uses bright colours and charming illustrations to ensure the campaign exudes positivity and confidence. By using friendly characters, culturally relevant background elements and motifs this design option makes the topic feel more familiar and less intimidating for girls to engage with.





Press advert, Lao PDR

In some cultures, the use of photography can make a message more compelling. This design option uses real-life images of the target audience in a positive and accessible way. These warm, friendly images are further enhanced by the addition of culturally relevant objects and icons.





Leaflet, Liberia



Cap, Liberia



Stickers, Côte D'Ivoire



Wristbands, Liberia



T-shirt, Liberia



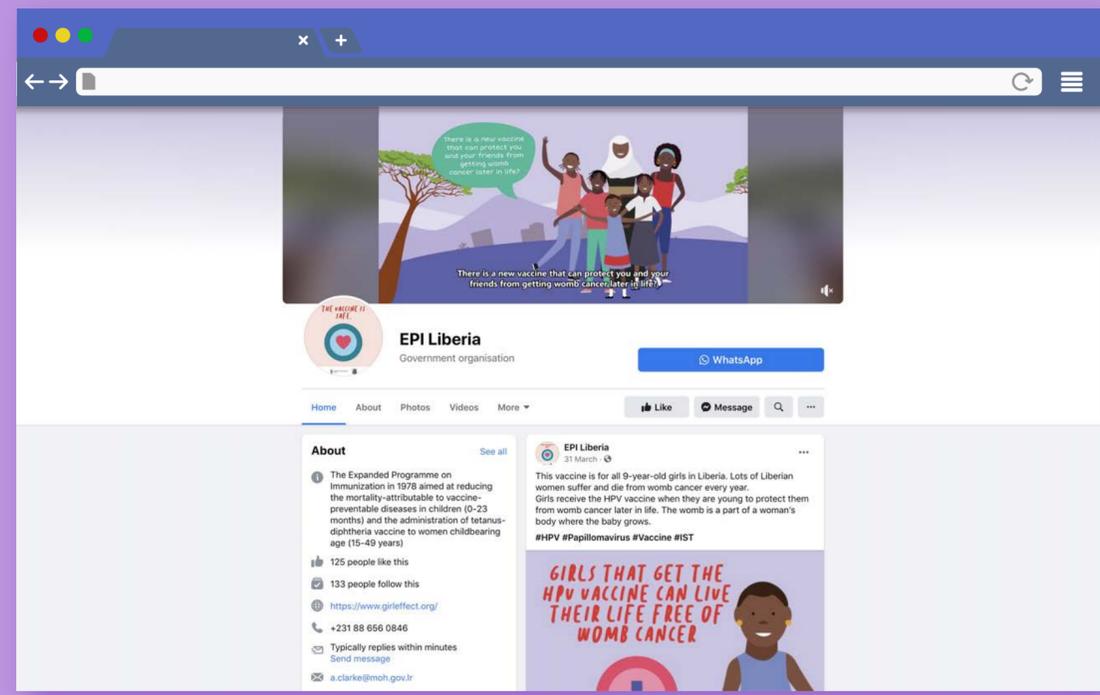
Social media

Social media is a powerful way to communicate directly with girls. This activity on Facebook and Instagram also used animation which allowed complex information to be shared quickly and easily.

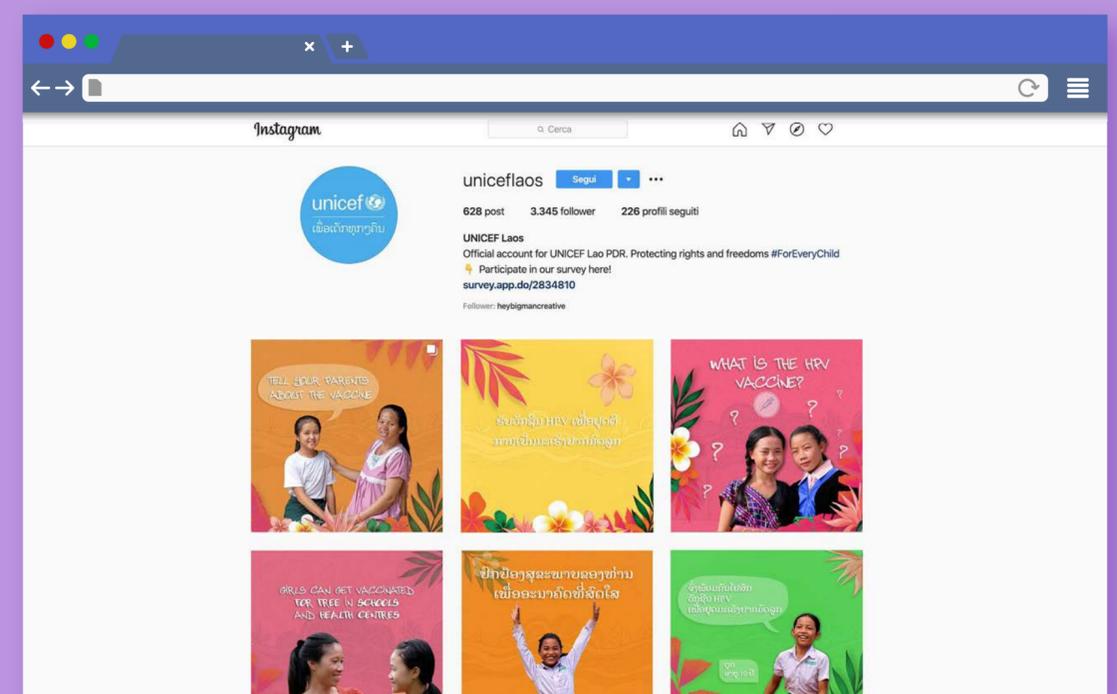
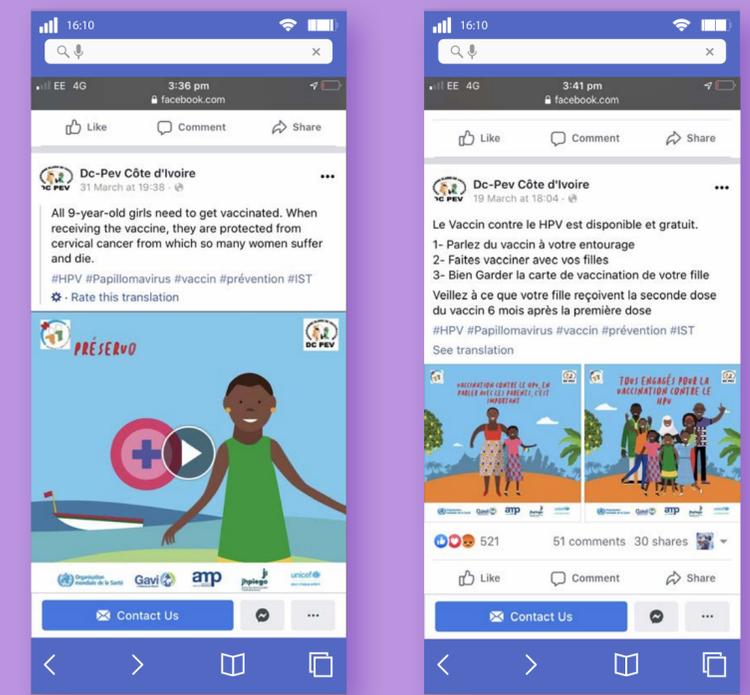
Watch the animations, [Click here](#)

To see the social media templates in Design Assets, [Click here](#)

Facebook and Animation, Liberia



Animated Facebook ads, Côte D'Ivoire



Instagram posts, Lao PDR

Girl Focus Toolkit: Campaigns in Action

This component showcases campaigns that have already been created using the Toolkit. Full of inspiring real-world examples and actionable insights, Campaigns in Action proves what is possible regardless of budget, resources and timeline.

Each Campaign in Action covers:

- Key challenges
- Campaign strategy
- Communication materials
- Insights and learnings



Challenge

To deliver the HPV vaccine campaign, the team in Lao PDR faced two challenges. The first was developing communications that could resonate across the country's rich ethnic diversity (49 ethnic groups), and the second was delivering a campaign within a busy schedule of other health interventions.

By using the easy-to-use toolkit - primarily the user-friendly Design Guide and turn-key design assets and graphic assets - it was apparent that the time required to deliver range of communication materials and media executions would be minimised. This was key to ensuring the team would get the support it needed. The design assets could also be easily tailored to meet the country's cultural needs.



Social media was used to great effect

Social media is a powerful way to talk directly to older girls and caregivers, and was used extensively in Côte d'Ivoire. Executions (both static and animated) appeared on Facebook and LinkedIn. Many posts used animation, a really effective medium for sharing complex information quickly and easily. These short and long form executions were distributed on EPI social media and featured a selection of characters that were appealing to girls and their communities. A long-form animation was also uploaded to YouTube.



Positive effects

Insights and learnings from Liberia:

- The importance of good coordination of the development of materials, getting buy-in from all stakeholders and starting development from an early stage.
- Targeting caregivers (ie parents) as well as girls proved to be important, in countering negative rumours regarding this new vaccine
- Diversification of social channels (such as using Instagram) would reach a younger audience
- Effective social channel community management is key to campaign success in the long term

Feedback from partners in Liberia:

"The messages are already there, so it's just a case of contextualising it. It is all in place" [EPI Manager, Liberia]

"This was a perfect opportunity to have a look at communications that came from a different angle, a different perspective" [EPI Manager, Liberia]

Social media results
14 posts published on Facebook
People reached - 178,085
Likes - 4,355
Comments - 145
YouTube views - 24,556

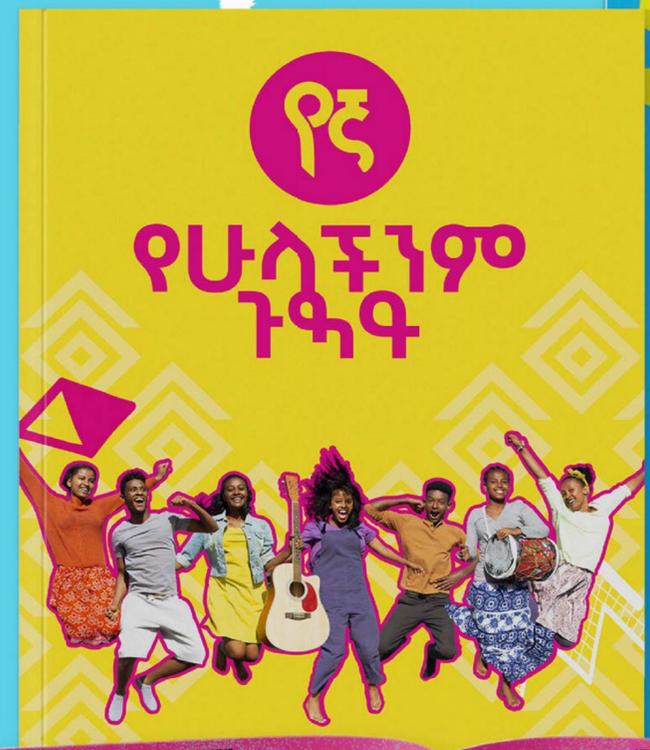
Girl Focus Toolkit: Campaigns in Action



Using an existing youth brand

Girl Effect has already helped many countries successfully create youth brands to inspire positive health and lifestyle choices amongst young people. If there are branded media options which target youth in your country, these could be used to communicate the HPV vaccine message to young girls.

For example, in Malawi the Zathu youth brand uses the power of music and storytelling to close the gender gap and tackle challenging topics such as relationships, stereotypes, self-expression and sexual health.



ZATHU MINI MAG

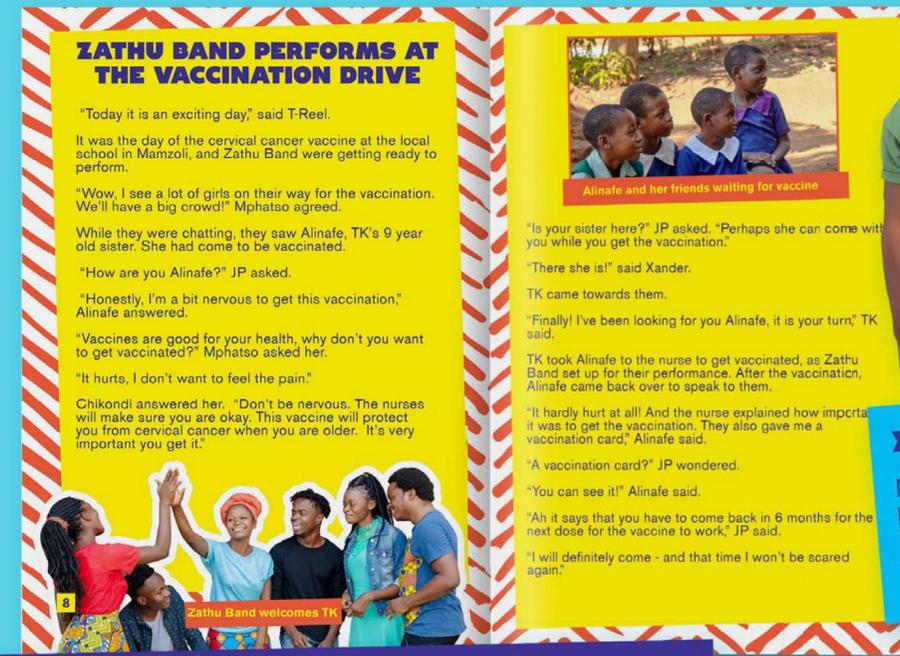


To communicate the HPV vaccine message in a thoughtful, interesting and inspiring way Zathu published a mini-magazine that targeted nine-year-old girls who were due to be vaccinated the same year.

Creating an HPV vaccine campaign that leverages the strength of an existing youth brand offers several advantages:

- It's already culturally appropriate
- Is trusted by the audience
- Has an existing presence in media channels

Find out more about using existing brands in the [Step by Step Guide](#). [Click here for access](#)



Time to meet the Zathu characters! Despite the challenges they face, these friends are always there for each other. Follow their stories on Zathu Pa Wailesi every week.

T-REEL - The Arrogant One

What's up guys? My name's T-Reel. I'm 17. I like music more than anything else. I'm going to be a professional musician one day.

XANDER - The Good Guy

My name is Xander. I am 16 years old. My parents own a tailoring shop - they trust me to look after the shop when they are away. It's a lot of responsibility, but I enjoy it.

MPHATSO - The Strong One

My name is Mphatso. I am 17 years old. I am in Form 3 and I'm an entertainment prefect. I live with my grandmother and my cousin Gloria.

TK- The Determined One

My name is Takondwa. I am 15 years old. I wish I could go to school every day, but sometimes it's impossible because I need to work to make money for myself, my brother and my sister.

JP - The Sensitive One

I'm JP. I was born in Congo but I lived in a refugee camp here in Malawi for many years. Right now I live outside the camp with my father, my stepmother and my sister.

CHIKONDI - The Dreamer

Hi friends, my name is Chikondi. I live with my Aunt. I love writing poems, singing and mathematics.



Next steps: explore the Girl Focus Toolkit online

The Girl Focus Toolkit has been designed to make the process of creating and implementing an effective HPV vaccine campaign as easy as possible for you and your communications colleagues.

However, it's important you have enough time to use these tools to their full potential. So start using the Girl Focus Toolkit today and help young girls to grow up healthy and informed.

[Click here](http://girlfocustoolkit.org) or visit girlfocustoolkit.org

